

FREE—A Set of Beautiful Spoons or A Pair of 75c Scissors FREE to Hustler Readers—FREE

The French Broad Hustler.

ONE DOLLAR PER YEAR

HENDERSONVILLE, N. C. THURSDAY, JANUARY 7, 1909

VOL. XVIII, No. 1

HENDERSONVILLE'S BOOM!

Men of Millions To Invest Here!

Another Main St. Building

W. A. Smith and Henry Jordan have let the contract for a new building they will erect on Main street, between Dr. Howe's office and the new Clarke building. The building will have 56 feet and 4 inches frontage and run back 115 to the alley. The cost will be \$12,000, the building will be owned jointly by these two gentlemen, and others, and will be built by Mr. Jordan. The excavation is now being made.

This newest addition to Main street will be two stories high, with a large basement suitable for business, and will set back a few feet from Main street, sufficient to give entrance to the big basement. Pressed brick will be used on the front of the building and the store fronts will be of solid glass, no wood window frames being used. When completed it will be one of the handsomest buildings on Main street.

Mr. Smith believes there is a strong demand here for up-to-date business houses, such as this will be.

There are still a couple of lots unsold in this square, the old "Irwin Place," and Mr. Smith states they will not be sold unless they are improved at once, and the buildings erected must conform to a certain standard of excellence.

Less than a year ago, the "Irwin Place" was a beautiful pine grove. It will soon be a solid row of brick and masonry—sufficient commentary on the marvelous growth of Hendersonville.

Blue Ridge Inn Sold; \$26,000

Messrs. Staton & Brock have sold the Blue Ridge Inn to Mr. McDowell, of Marion. The price is said to be \$26,000. The new owner will make extensive alterations and repairs in the building and will reside here permanently. While the papers have not been signed there is said to be no doubt as to the big deal going through.

Henry Jordan Has \$52,000 New Contracts

Contractor Henry Jordan, one of the best known builders in this part of the State, has over \$52,000 in new contracts on hand now. They are:

For John L. Orr, a \$25,000 hotel at Osceola Lake.

For J. W. Pless, an \$8,000 residence at Marion.

For J. C. Morrow, a 50x80 ft. brick building on Anderson Ave., to be used by Mr. Morrow in his lumber and builder's supply business. To cost \$5,000.

For himself and W. A. Smith, a 50 foot brick building on Main street to cost \$14,000.

The Columbia Park Land and Improvement Company of this place is being incorporated, and the certificates, certifying that the company has been duly incorporated, will be received here within the next few days.

The incorporators and subscribers for the stock of the company, are H. S. Anderson of Hendersonville, T. F. Wrenn of High Point, R. F. Burton and J. W. Streetman of Marion, North Carolina.

The capital stock of the company is stated in the articles of incorporation to be eighty thousand dollars, and the board of directors is empowered to increase the same, from time to time, as they may deem proper, to an amount not exceeding one million dollars.

The objects for which the company is formed are as stated in the charter, to deal in all kinds of real estate, including the buying and selling of timber lands, mining properties and water powers, wherever situated. The company is authorized to build, own and operate street railways, and to promote, encourage and finance other legitimate business and manufacturing enterprises.

This company has bought all of the Columbia Park property in Hendersonville, from H. S. Anderson, and the center of the company's operations, for the present, will be confined to this property.

The above company, it is stated, will be prepared to handle any sort of a business proposition up to a half a million dollars in size, in Hendersonville or elsewhere, when convinced that the handling of such proposition would be profitable to the company.

H. S. Anderson is to be president of the company; T. F. Wrenn, vice president; R. F. Burton, secretary and treasurer, and J. W. Streetman, business manager.

Mr. Anderson, who is to be president of the company, is a lawyer by profession, and an energetic, persevering, thorough-going man. About two years ago he commenced improving the property he owned at the time, and a little later on bought the Columbia Park property, and the manner in which he has developed this splendid property, during the past year is simply wonderful.

Mr. Wrenn, who is a man of large means, was not, owing to the multiplicity of his business interests, able to accept any other position in the above company than that of vice president. Among his positions is that of president of the Merchants and Farmers bank of Marion, president of a large trust company at High Point, president of an insurance company at Greensboro, president of the Catawba Manufacturing Company. And besides these, he is largely interested as a stockholder in other manufacturing and banking institutions throughout North Carolina, as well as at various points in other states. He also owns splendid real estate in Asheville, Marion, Hickory and High Point, and coal and mining properties in Tennessee and elsewhere; and it goes without saying that any enterprise which Mr. Wrenn thinks enough of to become a large stockholder in, and vice president of is bound to succeed.

R. F. Burton, who is to be secretary and treasurer of the company, is a careful and prudent business man. He is at present

continued on last page

Hendersonville Leads in Building Operations, In New Enterprises, In Public Improvements, In Number of Visitors. The Distributing Point for the Western Part of the State. A New Hotel. No Panic and No Unemployed Here. The Resort of the Great South.

Hendersonville—from a straggling mountain village to a modern town; with building operations probably unsurpassed by any town in the South; rapidly becoming the distributing point for the whole Western part of the State; with extensive public improvements now under way; with a constantly increasing number of both summer and winter visitors; Hendersonville has no unemployed and knows not the word panic; is already the leading resort of the mountains and will become the principal city of this the most beautiful part of these United States.

Time was when Asheville adopted a patronizing air when Hendersonville was mentioned, but not so now.

Asheville has been struggling hard to get suitable golf links for the entertainment of its visitors. Hendersonville, next summer, at Kanuga Lake, will have golf links unsurpassed in this country, amidst surroundings of such wonderful natural beauty that no other place in the world may be compared with them. This is but one feature of the greatest enterprise now under way here—Kanuga Lake—Mr. George Steven's gigantic proposition near town, which will result in bringing hundreds of the best known bankers, editors, doctors, lawyers and professional men in the State to Hendersonville.

An army of men are now employed at Kanuga Lake, which, with its big club house and many cottages will be ready by next season. Some of the best known players of this country will be here next summer for the great golf tournament to be held at the Lake during the week of the Mid-Summer Horse Show, and the nine hole course will be the equal of any in the country.

Osceola Lake is practically completed, and when the water is turned in next Spring, no more beautiful miniature lake will be found than this. A sixty-room hotel is now being built, the drives are being finished and water and sewer lines being laid. Osceola Lake, a Hendersonville enterprise exclusively, will bring many hundreds of permanent residents here.

The remarkable volume of building operations of 1908 now promises to be surpassed by this new year.

The old Irwin place, last summer a beautiful grove, will next Spring be almost a solid block of stone and brick—a transformation complete and wonderful. The Baker three-story building is finished. Next to Dr. Howe's building Messrs. W. A. Smith and Henry Jordan are excavating for a fifty-foot building; and next to that is the Clarke wholesale hardware building to be completed by June 1st.

The list of new buildings, at Columbia Park and all over the

city, would be too long to print here. But everywhere, in the corporate limits and outside, new and substantial residences are springing up by the score. And they are being built for immediate occupancy—the speculative feature being prominent by its absence in all the building now under way.

There are no vacant store rooms on Main street—Capt. Toms having practically rented his opposite this office.

The cement sidewalks, now that the litigation is happily ended, will be finished by June first. No town has a more beautiful thoroughfare than Main street, and few have such broad walks—twenty feet of cement in the business portion of the city.

The number of boarding houses here has doubtless doubled in the last three years—yet they all have as many guests as they can accommodate in the summer. The number of tourists coming here each year steadily increases, and this summer promises to be a record breaker. Moderate rates, freedom from contagious diseases, good service, pure and abundant water, beautiful scenic surroundings, ease of accessibility, and the spirit of the town, are a few of the many reasons for Hendersonville's undoubted and undenied position as THE resort of the mountains.

The wholesale business of the Western part of the State, once controlled by Asheville, undoubtedly is rapidly becoming transferred to this town. The three wholesale grocery houses practically supply all this territory. The time is close at hand when they will control it absolutely. The wholesale hardware house of the Clarke's is another exemplification of the fact that Hendersonville is the ideal distributing point for the Western part of the State. And this is but the beginning.

The big cotton mill at Zirconia, but a few miles from Hendersonville, the smaller ones in Flat Rock, a suburb of this town, indicates that the near future may behold many such enterprises located within three or four miles of the court house.

The nearby water powers have by no means been developed, and therein is a store house of wealth for this county.

The farmers of Henderson county are rapidly becoming more and more prosperous each year, buying more machinery, developing the latent resources at their command and each year buying more and more of the town merchants.

The amount of produce shipped from the Hendersonville depot during the summer is simply enormous. Over 250 solid car loads of potatoes were shipped during last July, August and September. The cabbages, apples and other produce makes a

It is rumored, on excellent authority, that a belt line electric railroad, to encircle the town, will be built, and if the necessary rights of way can be secured, will be started this Summer. The proposed road would touch Osceola Lake, Kanuga Lake, Laurel Park and Columbia Park.

staggering total.

The merchants of Hendersonville carry stocks the equal of any town much larger than this, and each year the people are learning the wisdom of spending their money at home.

The freight receipts here show a constant increase. Ten times the amount of cement received in 1907 was consigned here in 1908. Lumber and building material has more than doubled in volume.

The panic was not known here. The banks issued no script at any time, their deposits are now probably about 350,000.00, and all three institutions are prosperous and solid as a rock.

There are no unemployed in Hendersonville—there is work for all who will work.

The future of Hendersonville, many believe, lies in its wonderful attractiveness as a summer resort. This may be so. Certain it is the town possesses climatic conditions peculiar to itself and thousands of the suffering have a right to thank their God they have heard of Hendersonville.

Hendersonville, a town in the mountains, yet on a level plateau, with no fog, no dampness, a larger percentage of sunshine than almost any resort in this country, with an azure sky and surroundings so beautiful that God must have smiled when he saw his handiwork, Hendersonville, a clean, modern town, strongly attracts and impresses the most casual guest within her gates, and hundreds who come for a brief vacation buy property, build handsome homes, and become welcome and permanent residents.

"The land that the Lord's love rests upon;
Where one may rely on the friends he meets,
And the smiles that greet him along the streets."

No town has more public spirit than Hendersonville. It seems a pity a fighting, aggressive organization cannot be formed immediately to develop the possibilities of this beautiful place to its utmost. With organization all things are possible. And the slogan of every lover of the finest town on earth should be—"Hendersonville—10,000 by 1910!"

It's the BOOST that helps
and the KNOCK that
hurts a town!

An Electric Belt Line Railroad!

A New \$25,000 Hotel!

The Osceola Lake Co., has given John L. Orr the site for a 60-room hotel on a beautiful situation overlooking the lake. Thirty rooms are to be completed by next season, and thirty by the following year.

The building will cost \$25,000, will have 125 feet of 12-foot porch on both stories and will have every modern convenience.

The work on the lake and drives is almost completed, except the finishing touches. The water and sewerage pipes are being laid. Every house built will have these conveniences.

A number of inquiries from prospective purchasers have already been received.

THEY PREFER THIS TOWN IN THE WINTER

Mr. and Mrs. John Reiber have returned from a trip South. Mr. Reiber says he prefers Hendersonville in the Winter to more Southern cities.

COMES HERE FROM OHIO

Howard Cook, of Ohio, was the guest of F. S. Wetmur, last week. Mr. Cook, a breeder of high-grade cattle, has been spending some time in Asheville. His impressions of Hendersonville are so very favorable that he will come back in March on his return from Ohio and will probably reside here permanently.

Permanent Survey Work.

The Appalachian Construction Company, having the contract for the construction of the South Atlantic Transcontinental Railroad, on last Thursday commenced the permanent survey of the road at Waynesville, under the direction of Col. S. A. Jones, president. The surveying corps is in charge of Capt. Chas. W. Pearson, of Polk County. Capt. Pearson is well known through the State and was connected with the location of nearly every railroad in North Carolina, amongst others, being on the survey of the Asheville and Spartanburg, and on the Murphy branch from Asheville to Waynesville, about 80 years ago. It is understood that this survey will extend Northwest from Waynesville after a satisfactory location is made in and around that town.

The office of the construction company is in Hendersonville, in charge of T. C. McNeely, Superintendent.

This company has the contract for the Appalachian Interurban Railroad also, and it is expected the affairs of that company will be rapidly headed up preparatory to actual construction.

The entire Western part of the State is interested in the progress of these companies and it is gratifying to know the outlook is now so bright, and that this preparatory work is well under way, for it doubtless means an early accomplishment of the gigantic projects and the opening up of new territory through this section.